Local cigarette-manufacturing operations are closed down in Chile. Philip Morris' products will be imported into this market and sold by local distributors.

1983
** Light n' Lively lowfat yogurt six-pack is introduced, the first yogurt to be sold in this convenient package.
General Foods Corporation opens its Rye Brook, New York, facility to house the corporate staff.

January
Miller reports 1982 revenues rose to $2.9 billion, a 3.2% increase over 1981. Income jumped 37.3% to $158.8 million.

Philip Morris Inc., reports record revenues and earnings for the 29th consecutive year, as consolidated operating revenues increased to $11.7 billion. For the 16th consecutive year, the company registered the United States cigarette industry's largest gain in unit sales, increasing its domestic market share to 32.8%. The international company's export sales rose 4%, to 47.4 billion units, a new high.

Philip Morris U.S.A. begins manufacturing cigarettes at its new facility in Cabarrus County, North Carolina.

Miller establishes its seventh company-owned distributorship, Miller Brands Inc., in Kent, Washington. Other company-owned distributorships are in Portland, Los Angeles, Denver, Fort Myers (Florida), Salt Lake City, and New Orleans.

Mission Viejo is chosen as the site for long-distance cycling road races, the first event in the 1984 Summer Olympics.

The Seven-Up Company begins to roll out Sugar Free Like cola in selected expansion markets across the United States.

February
''The Vatican Collections: The Papacy and Art'' is organized by the Metropolitan Museum of Art and sponsored by Philip Morris Incorporated.

Philip Morris International announces the official inauguration of Cerveceria Bohemia, S.A., an affiliate of E. Leon Jimenes, C. por A., Dominican Republic. Beer production began in late 1982.

Miller test-markets its new popular-price beer, Meister Brau.

Miller announces agreement with Carling O'Keefe Ltd., whereby the Canadian brewer will brew and market Miller High Life and Lite in Canada.

April
Players king-size, regular and menthol, are introduced nationally.

Like Cola and Sugar Free Like Cola are available in nearly 50% of the United States as well as in Puerto Rico.

2023847359

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

Philip Morris Industrial relocates its corporate headquarters to New York.

May
The Seven-Up Company launches its ''No Caffeine. No Artificial Flavors'' marketing and informational campaign for its 7UP brand.

Philip Morris signs an agreement with Eger Tobacco Co. for licensed manufacture of L&M 100's Flavor Lights in Hungary.

September
''Painting in the South,'' the first comprehensive study of southern painting is organized by the Virginia Museum of Fine Arts and sponsored by Philip Morris Incorporated.

October
**Kraft, Inc. Retail Food Group acquires the Churny Company, Inc., (est. 1969) a specialty cheese company in Weyauwega, Wisconsin.

The Seven-Up Company opens the 7UP Consumer Center, a nationwide toll-free consumer-response system, the first in the soft-drink industry.

November
Philip Morris Inc. announces chairman and management successions:

Effective December 1, 1983, Hamish Maxwell becomes President and Chief Operating Officer, Philip Morris Inc., and Clifford H. Goldsmith becomes Vice Chairman and Chairman, Corporate Products Committee, Philip Morris Inc.

Effective April 25, 1984, George Weissman becomes Chairman of the Executive Committee of the Board, and Joseph F. Cullman, 3rd, becomes Chairman Emeritus of the Company.

Effective August 1, 1984, George Weissman will step aside as Chairman and Chief Executive Officer, Philip Morris Inc.; Hamish Maxwell becomes Chairman and Chief Executive Officer, Philip Morris Inc.; John A. Murphy becomes President and Chief Operating Officer, Philip Morris Inc.; and Hugh Cullman becomes Vice Chairman, Philip Morris Inc.

Philip Morris Inc. announces that over the next year, it will purchase up to four million shares of its common stock in the open market or in privately negotiated transactions.

The exhibit ''The Precious Legacy: Judaic Treasures from the Czechoslovak State Collections,'' is sponsored by Philip Morris Incorporated.

December
Real estate activities are reorganized into Mission Viejo Realty Group Inc., a wholly-owned unconsolidated subsidiary of Philip Morris. Continental Equity Investments, Inc., is formed for investment in income producing real estate.

Benson & Hedges (Canada) Inc., headquarters moves to newly constructed Banque Nationale Tower in Montreal.

2023647360

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

R. William Murray becomes President and Chief Executive Officer of Philip Morris International, replacing Hamish Maxwell, newly appointed, President and Chief Executive Officer of Philip Morris Incorporated.

Philip Morris Incorporated sponsors the Alvin Ailey Dance Theatre's 25th anniversary tour.

1984
** Kraft Thick n' Spicy barbecue sauce, Miracle Whip Light reduced calorie salad dressing, Velveeta Mexican pasteurized process cheese spread in mild and hot varieties, and Velveeta shells and cheese dinner are introduced.

Three flavors of Louis Rich Breast of Turkey are introduced nationally.

Oscar Mayer & Co. introduces Cheese, Bacon & Cheese, and Nacho Cheese hot dogs.

Ronzoni Corporation is acquired by General Foods Corporation.

Oroweat Foods Company, bakers of specialty bread and rolls in the western U.S., is purchased by General Foods Corporation and integrated with Entenmann's, Inc.

The nation's first computerized bakery is built by the Charles Freihofer Baking Co. in Albany, New York.

Oscar Mayer & Co. opens a new bacon plant in Coshocton, Ohio.

January
Philip Morris Inc. announces record revenues and earning for the 30th consecutive year, as consolidated operating revenues increased 12%, to $13 billion. Philip Morris U.S.A. gained market share for the 21st consecutive year; its share reached 34.4%. Philip Morris International increased total unit volume to 244.8 billion units. Miller Brewing Company operating income rose substantially, 43.1%, to $227.3 million, a 1.9% increase from 1982. Mission Viejo Realty Group Inc. announced operating revenues of $258.5 million and operating income of $40.5 million, respective increases of 98.6% and 100.0% from 1982, the highest in the company's history.

**Justin Dart, chairman of the executive committe of Dart & Kraft, dies at age 76.

February
Stanton, the first free-standing American-blend Philip Morris product ''with Scandinavian taste,'' is launched in Sweden. On June 18, 1984, Stanton is launched in Norway. In addition to a standard flip-top box, for the first time in both countries a 14's pack has been introduced.

March
**Celestial Seasonings, Inc. (est.1972) of Boulder, Colo., maker of herbal teas, is acquired by Kraft, Inc., Retail Food Group.

April

2023847361

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

Philip Morris signs license agreement with the Manufacture de Tabacs de l'Quest African for the local production of Marlboro in Senegal.

ATW, the Austrian State Tobacco Monopoly, begins production of Marlboro Lights under license.

Miller Brewing Company rolls out Milwaukee's Best nationally in the budget-brand category.

Peter Jackson 30's are launched nationally in Australia.

June
General Foods Corporation divests Gaines pet foods.

Frank E. Resnik, President of Philip Morris Incorporated's Tobacco Technology Group succeeds Shepard P. Pollack and is appointed President of Philip Morris U.S.A.

July
Hamish Maxwell is elected as Chairman and Chief Executive Officer of Philip Morris Incorporated, succeeding George Weissman.

James C. Bowling, Senior Vice president and Member of the Board of Directors of Philip Morris Incorporated retires.

Olympic cycling road races are held in Mission Viejo, California, before a crowd of more than 200,000, with the American team winning its first gold medals of the 1984 Olympics.

August
Mission Viejo Nadadores swimming and diving teams win 10 gold, two silver, and one bronze medal at the 1984 Olympics. If Mission Viejo had been a country, it would have ranked fifth in the world gold-medal count.

Miller Brewing Company enters selected test markets with two new beers: Sharp's LA, the company's first low-alcohol product, and Meister Brau Light.

Miller introduces a new premium beer -- Plank Road Original Draught -- in five test markets. The beer is a draft beer, but is packaged and sold in 12-ounce bottles rather than in traditional kegs.

The ''Next Wave'' Festival is organized by the Brooklyn Academy of Music and sponsored by Philip Morris Incorporated.

September
**Lenders' Bagel Bakery, Inc. is acquired by Kraft, Inc., Retail Food Group.

1985
**Kraft acquires Invernizzi S.p.A., (est. 1906) of Melzo, Italy, the largest cheese company in that country.

2023647362

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

**Light Philadelphia Brand process cream cheese product and Kraft Light reduced calorie mayonnaise are introduced.

**Kraft discontinues fluid milk from its product lines, emphasizing value-added, branded products.

A new hot dog facility for Oscar Mayer & Co. begins production in Columbia, Missouri.

January
Philip Morris Inc. announces 1984 consolidated operating revenues increased 6.5%, to $13.8 billion. Philip Morris U.S.A. increased its market share to 35.3%, the 22nd consecutive year of share gains. Philip Morris International's volume grew 5.5%, to 258.2 billion units. Miller Brewing Company shipments totalled 37.52 million barrels. The Seven-Up Company reported a 12.9% gain in revenues, to $734 million.

February
Miller introduces the ''Big Four O'' 40-ounce bottle.

The Miller Brewing Company introduces a new marketing plan for Miller High Life, ''Miller -- Made the American Way,'' and brings back the majestic eagle emblem.

March
**Kraft Inc. Retail Food Group acquires Frusen Gladje Ltd. (est. 1979), a Lindenhurst, New York ice cream manufacturer. Kraft licenses back to Frusen Gladje Franchise Inc., owned by Richard E. Smith, former chairman and chief executive officer of Frusen Gladje; the right to use the trademark for ice ream shops and to market bulk ice cream worldwide.

May
Philip Morris Inc., sells substantially all of Philip Morris Industrial.

Mission Viejo adds 40,000 square feet to its 10,000-square-foot Northridge Recreation Center in Highland Ranch, Colorado -- a $7.5 million expansion.

June
Philip Morris Magazine is launched.

July
The corporate framework of Philip Morris Inc., is restructured and Philip Morris Companies Inc., a holding company, becomes the publicly-held parent of Philip Morris Incorporated.

August
General Foods Corporation introduces the Fresh Lock packet for coffee. The packet removes all air and moisture from the container, allowing the coffee to remain fresher longer.

The Mission Viejo Nadadores win their 44th national team title to surpass the Santa Clara Swim Club for ''most wins by a team in the history of swimming.''
Philip Morris Companies Inc. is listed on the Tokyo Stock Exchange.

2023347363

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

General Foods Corporation introduces Post Horizon cereal.

Law requiring four rotating health warnings to appear on cigarette packages and advertising goes into effect.

November
Philip Morris Companies Inc. acquires General Foods Corporation.

Philip Morris Credit Corporation exceeds $1 billion in total assets.

Miller introduces the ''This World Calls for Lowenbrau" campaign.
Mission Viejo announces the opening of the Centennial Freeway on the northern edge of the Highlands Ranch in Colorado, giving it three freeway entrances.

James L. Ferguson is named Vice Chairman of Philip Morris Companies Inc.

1986
**Kraft acquires the frozen and cultured dairy products businesses of Knudsen Corporation (est. 1915) of Los Angeles and Foremost Dairies, Inc. (est. 1929) of Los Angeles.

** Kraft tomato ketchup relaunched in Italy as Mato Mato.

** Golden Churn margarine spread is introduced in the United Kingdom.

** Maman Luise, a soft white cheese product, is introduced in Italy and Spain.

January
Miller Brewing Company begins marketing Miller High Life Genuine Draft. The brew is a draft unpasteurized premium beer bottled using a special cold-filtration process. The brand is marketed under the theme ''The smoothness of draft beer in a bottle.''

Philip Morris Companies Inc., reports a 41.3% increase in 1985 net income, from $899 million to $1.255 billion. Earnings per share were $2.37, up from 85 cents per share one year earlier.

Mission Viejo, California, launches its year-long 20th anniversary celebration with dedication of a community flag.

General Foods Corporation gives $1.7 million to Meharry Medical College as startup funds for a Nutrition Center.

Howard L. Clark, Elizabeth J. McCormack and William P. Tavoulareas are elected to the board of directors of Philip Morris Companies Inc. All three had previously served on the board of directors of General Foods.

February
The Board of Directors of Philip Morris Companies Inc., declares a two-for-one split-up of the company's common stock, subject to approval by stockholders at the annual meeting, and increases the quarterly dividend on the common stock by 15%.

2023347364

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

Miller Genuine Draft is introduced in 22 states.

March
Mission Viejo Realty Group announces the creation of Mission Viejo Business Properties to oversee all business properties development in California, Colorado, and other areas.

April
Mission Viejo Realty Group sells its 20,000th home in Mission Viejo, California.

Philip Morris Credit Corporation acquires General Foods Credit Corporation.

May
Miller Genuine Draft becomes available in 12-ounce bottles in 48 states.

June
**Dart & Kraft Inc.'s board of directors agree to seperate Dart and Kraft into two companies through a stock distribution. One company, called Kraft Inc., is comprised of Kraft Food and Duracell. The other company, Premark International Inc., includes Tupperware, Hobart, West Bend, and Wilsonart.

**Kraft Inc., breaks ground on a $9 million addition to its technology center in Glenview.

Miller launches a major marketing campaign for Miller High Life in Puerto Rico.

Miller introduces Gettelman Lager Beer in four test markets.
Mission Viejo Realty Group Inc. merges with Philip Morris Credit Corporation.

Miller Brewing Company becomes a first-tier subsidiary of the Philip Morris Companies Inc.

Philip Morris Companies Inc., sells Seven-Up International, the third-largest soft-drink company outside of the U.S., to PepsiCo, Inc.

August
Milwaukee's Best Light debuts in 12 states and the District of Columbia.

**Kraft Inc. acquires Keeler Foods, Inc., the largest independent food service distributor in California.

September
Miller Genuine Draft becomes available in 12-ounce cans throughout the U.S.

October
**Kraft Inc. acquires Tombstone Pizza Corporation (est. 1962) of Medford, Wisconsin and Pollio Dairy Products Corporation (est. 1899) of Mineola, New York.

November

2023847365

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

April
Philip Morris Companies Inc. announces election of officers effective April 1, 1987:

R. William Murray, Vice Chairman, Philip Morris Companies Inc.
Philip L. Smith, Vice Chairman, Philip Morris Companies Inc.
Geoffrey Bible, President and Chief Executive Officer, Philip Morris International.
Hans G. Storr, Senior Vice President and Chief Financial Officer, Philip Morris Companies Inc.
Ehud Houminer, Senior Vice President, Planning, Philip Morris Companies Inc.

May
**Kraft, Inc. purchases the Anderson Clayton Foods Division from Quaker Oats Company. Anderson Clayton (est. 1904) produces Seven Seas salad dressings, Chiffon margarine, Purity cheeses, and other food products. Kraft is now the nation's largest edible oil refiner.

June
Miller introduces Matilda Bay wine cooler, the first major non-carbonated, clear-based wine cooler in the U.S., into four test markets.

The Jacob Leinenkiugel Brewing Co. enters the American Beer Festival for the first time. The small family brewery's light lager beer wins a Gold Medal, beating out 119 other brewing companies.

July
**Kraft Inc. acquires The All American Gourmet Company (est. 1983) from General Host Corporation. The All American Gourmet Company manufactures The Budget Gourmet line of frozen dinners, entrees, and side dishes.

**GE Credit Corporation purchases D&K Financial Corporation, a wholly owned subsidiary of Kraft Inc.

August
Vlasic Foods Inc., a subsidiary of Campbell Soup Co. purchases the Open Pit Barbecue Sauce product line from General Foods.

General Foods acquires Melrose Foods Co. of Winnipeg, Manitoba and Dickson's Food Service Co. of Vancouver, British Columbia and completes the purchase of Chase & Sanborn coffee food service.

General Foods three business sectors become three separate operating companies:

General Foods, USA; Ervin R. Shames, President and Chief Executive Officer;
General Foods, Coffee & International; Robert L. Seelert, President and Chief Executive Officer;
Oscar Mayer Foods; James W. McVey, President and Chief Executive Officer.

General Foods Corporation purchases the New York based Charles Freihofer Baking Company.

2023347366

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

September
Marlboro Formula One race car driver, Alain Prost, wins the Portugese Grand Prix to become the most successful driver in history with 28 victories to date.

November
The Board of Directors elects Richard L. Snyder to succeed William J. O'Connor as Senior Vice President of Administration and Human Services.

December
Miller Brewing Co. acquires Jacob Leinenkugel Brewing Co., a 120-year-old, Wisconsin based, brewery.

1988
**Kraft is the first major food company to offer tamper-evident packaging on virtually all products.

**The company's Industrial Foods Group forms two companies, the Kraft Food Ingredients Corp. and Anderson Clayton/HumKo Products, Inc.

**Kraft, The Walt Disney Company and the U.S. Department of Agriculture dedicate The Land's Plant Biotechnology Laboratory, the first working lab of its kind open for the public.

January
General Foods' Tang Fruit Boxes is distributed nationally.

Oscar Meyer's Bun Length Hot Dogs are made available nationally.

The PM-sponsored exhibition "The Age of Sultan Suleyman the Magnificent" opens at the New York Metropolitan Museum of Art.

Virginia Slims Championship Tennis series wins grand prize in the 1987 Sport Magazine International Creativity in Sports Marketing Awards, Marlboro Motor-racing wins a second prize.

Leonard Goldstein senior vice president of sales succeeds William K. Howell and becomes president and chief executive officer of Miller Brewing Company.

Philip J. Reilly, president and chief executive officer of Mission Viejo Realty Group retires.

James G. Gilleran becomes president and chief executive officer of Mission Viejo Realty Group.

February
Marlboro Lights Menthol and a newly formulated Marlboro Menthols are distributed nationally.

Miller Genuine Draft long-neck bottle is made available nationally.

**Lenders' Bagel Bakery starts market testing Big'n Crusty bagels in New York and Philadelphia.

2023847367

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

**Kraft Inc.'s Bulls-Eye Barbeque Sauce wins second place in the American Marketing Association's list of the top ten new products launched in 1987.

Miller Brewing Company is an official sponsor of the Winter Olympics.

PM honors Black History Month and sponsors the "Moneta Sleet, Jr.: Pulitzer Prize Photojournalist" exhibition at the Martin Luther King Memorial Library in Washington, D.C.

March
General Foods test markets Zappetites.

International Sausages are test marketed by Oscar Meyer.

Matilda Bay Special Dry is test marketed by Miller Brewing Company.

General Foods Corporation announces its acquisition of the Wornick Company of Burlingame, California. Wornick supplies food products to the military and becomes a subsidiary of General Foods U.S.A.

Philip Morris Companies, Inc. sponsors the Brooklyn Academy of Music's sixth annual Next Wave Festival with a grant of $350,000, the largest funding that the Academy has recieved in its 126 year history.

Philip Morris USA's Will Rogers Chili Humanitarian Awards Gala in Washington, D.C. honors Presiden Reagan.

April
Miller Brewing Company introduces Lite Genuine Draft and the "Miller High Life: Stop and Taste the High Life" advertising campaign.

A federal law banning cigarette smoking aboard domestic airline flights oftwo hours or less goes into effect. The ban expires in 1990.

June
A jury in the Rose Cipollone Trial in Federal District Court (U.S. District of New Jersey) finds no claims against Philip Morris.

Post introduces Smurf Magic Berries cereal.

General Foods test markets Kool-Aid Sports Koolers and Kool Shots.

**Kohlberg Kravis Roberts & Co. purchase Kraft Inc.'s Duracell business. Kraft returns to being "all food" for the first time in30 years.

**Velveeta, the pasturized process cheese spread, celebrates its 60th anniversary.

July
Oscar Meyer agrees to be the exclusive supplier of fresh-grilled hot dogs to all company-owned 7-Eleven convenience food retail stores.

2023847368

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

Philip Morris International introduces Marlboro, Marlboro Lights, Parliment, and Lark, to a South Korean market newly opened to U.S. cigarettes.

Entenmann's introduces Crumb Babka Ring.

Philip L. Smith, Chairman of General Foods Corporation and Vice Chairman of Philip Morris Companies Inc. resigns.

August
Post introduces Oat Flakes.

Crystal Light Quenchers are introduced.

The Charles Freihofer Baking Co. Inc. launches the "Find Freddie" sweepstakes.

September
Miller Brewing Company completes a $26 million expansion project at the Milwaukee brewery. A special cold-filtered system to package draft beer is added as Miller Genuine Draft becomes the fastest growing premium beer in the U.S.

**Vestar Capital Partners, Inc., a management group, purchases Kraft's Celestial Seasonings specialty tea business.

Marlboro is an official sponsor of the successful defense of the XXVII America's Cup Challange.

Murray Bring, senior vice president and general counsel, is elected to the board of directors.

October
Birds Eye's For One side dishes are introduced.

Aryton Senna clinches his first Formula One racing world title with a victory in the Japanese Gran Prix marking the fourteenth win of the season for the Marlboro sponsored McLaren-Honda team. Senna also sets a record for the most Formula One Gran Prix wins in a season -- eight.

Dr. Robert F. Chandler is awarded the second annual General Foods World Food Prize.

December
**Philip Morris Companies Inc. acquires Kraft Inc. in a $13 billion, $106 per share transaction and becomes the world's largest packaged consumer products company, and together with General Foods Corporation, the largest U.S. food company.

**Kraft Foodservice Group acquires the Mueller Food Service Corporation, a foodservice distributor in Menomonee Falls, WI.

2023347369

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000

**John M. Richman, chairman of the board and chief executive officer of Kraft, Inc., is elected to the board of directors of Philip Morris Companies Inc. Richman also becomes a vice chairman of Philip Morris.

**Michael A. Miles bcomes president and chief executive officer of Kraft.

Philip Morris Companies, Inc. ships more than 70 tons of food products to Soviet Armenia to aid in the region's earthquake relief effort.

1989
January
Miller Brewing Corporation reports 1988 shipments of 40.7 million barrels of beer, and a sales growth of 3.6% over 1987 which eclipses the number one brewer's sales growth for the first time in a decade.

Note: Yet to be added
- 1987 earnings
- 1988 earnings
- 1988 cultural events
- minority-related activities
- recent (1989) mgmt. changes

2023547370

Source: https://www.industrydocuments.ucsf.edu/docs/lfbl0000